

LIBRARY ADVISORY COMMITTEE

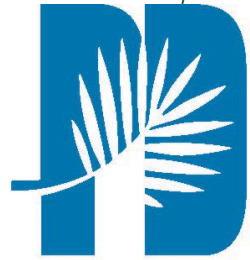
Gary Shaffer
Library Services
June 23, 2025



PALM DESERT



TODAY'S DISCUSSION



PALM DESERT
Library

- Library statistics
- Customer feedback
- Traffic patterns & future potential experimental adjustments
- Library in action
- Summer reading
- Featured resource
- Partnerships and community engagement



LIBRARY STATISTICS

JULY – MAY 2024-2025

Metric	April	May	Fiscal YTD	Annual Goal	Notes
Library cards issued	826	801	12,209	15,000	Number of active customers to date
Checkouts	17,549	18,000	180,976	200,000	Physical and Digital checkouts
Link+	295	401	2,130	2,500	(went live 10/31/24)
Visits	11,132	9,447	101,548	100,000	Number of library visitors
Study Room & Community Room bookings	167	162	1,735	2,000	Study Room and Community Room usage
Lap-top Checkouts	804	730	7,135	7,500	Number of laptop sessions
Online Help/Website visits	15,153	14,788	132,705	100,000	Visitors to the library's website to access information & resources

OUTREACH & VOLUNTEERS JULY–MAY 2024-2025

Type of Programs	By the Numbers April	By the Numbers May	By the Numbers FY to date	Annual Goal	Notes
Outreach Events	9	13	62	120	Annual Goal = # of events May attendance: 1360 (includes SRP visits) YTD: 1814
In-library Book Sales # / \$	\$1837.2 8	\$1422.05	\$20,108.39	\$22,500	
Volunteer Hours	300	255.5	1462.75	1597.25	
Volunteers	15	16	16	36	Library volunteers

LIBRARY PROGRAMS

JULY-MAY 2024-2025

Type of Programs	Number of Programs to date	Attendees to date	Annual Attendee Goal	Examples
Early Learners and Family Programming	158	2,163	1,500	Storytimes and Little Learners Lounge
School Age Children	134	1,985	2,500	Afterschool Discovery and LEGO afternoons
Young Adult	89	865	1,000	Class Visits and Teenscape
Adult	190	4,142	4,000	Film Series, Learning In Retirement, Craft, Book Clubs, Grand Opening, and Mahjong
Virtual	33	1,447	2,000	Virtual Author Talks
YTD	604	10,602	11,000	*Does not include group meetings

NET PROMOTER SCORE: 69

The Net Promoter Survey is sent weekly to 10% of patrons that recently visited the Library. The survey is based around a single question (below)

On a scale from 0 (not at all likely) to 10 (very likely), how likely are you to recommend the library to others? *

Not at all
likely



0



1



2



3



4



5



6



7



8



9



10

Extremely
likely

Net Promoter Score

Since October



617

Emails Sent



65.48%

Open Rate
(404 opens)



8.91%

Click Rate
(55 clicks)



55

Survey Responses
(8.9% response rate)

Weighted Avg.	
Oct	50
Nov	78
Dec	82
Jan	100
Feb	88
Mar	89
Apr	25
May	25

CUSTOMER FEEDBACK: 78 TOTAL

April & May 2025

Positive Feedback (58):

- Max the Librarian was so good, knowledgeable, and calm. He helped me with my e-reader.
- May was so helpful. My first time in to use the computer and she was patient and kind.
- Excellent, high-quality crafts with wonderful guidance!
- Great atmosphere to unwind and read. Love this place!
- The best and 'most friendliest' customer service I have ever received.

Negative Feedback (5):

- Concerning the 'near fight' [Sent patron an update](#)
- I can't believe you separated [resources](#)

Comments (15):

- Please design a 'Family Bathroom'. Kids and parents need a place to go. [Will be added in](#)
- Please install better lighting in the sales section, bookstore. [COD working on upgrading](#)
- Wish Big Print books had some classics to re-read: Dickens, Steinbeck, Hemingway, [support](#)

- Please get more non-fiction Big Print books & the redecorating looks great! [Requested](#)

Operational Hours Review



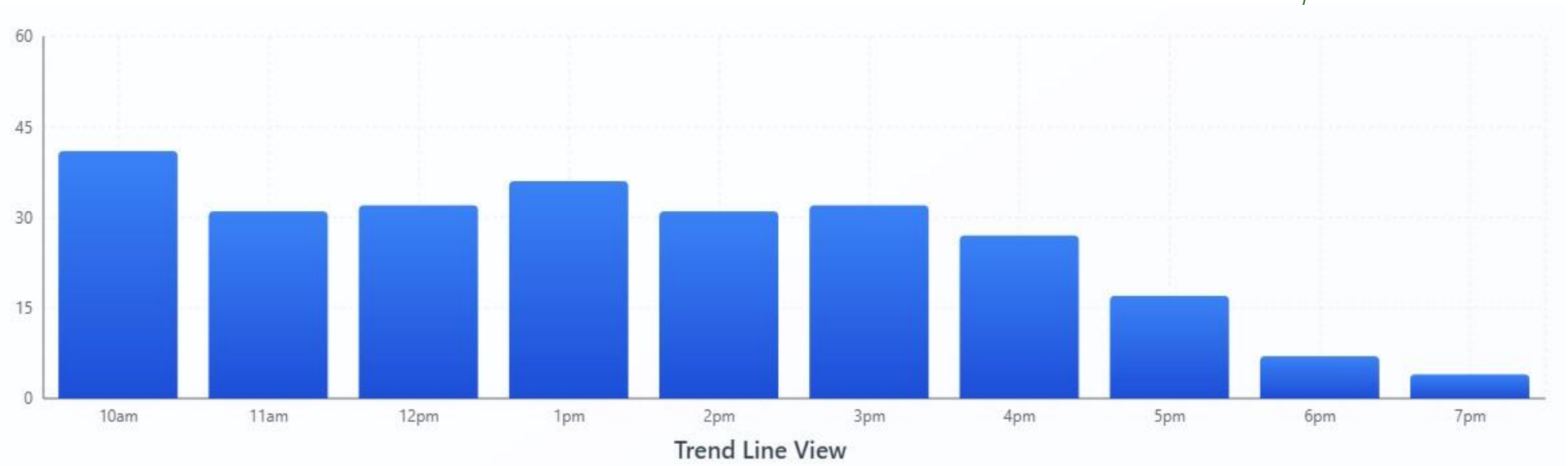
COACHELLA VALLEY LIBRARIES' HOURS OF OPERATION

Library	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Open Hours/week
Palm Desert	10-8	10-8	10-8	10-6	10-6	10-6	1-5	58
Rancho Mirage	9-6	9-6	9-6	9-6	9-6	9-6	Closed	54
Palm Springs	10-6	10-8	10-8	10-6	10-5	10-5	Closed	50
Cathedral City	10-6	10-6	10-8	10-6	Closed	10-6	1-6	47
La Quinta	10-7	10-7	10-7	10-7	10-6	10-6	12-4	56

HOURLY AVERAGES JULY 2024-JUNE 2025

Average door count, per hour

10am - 41
11am - 31
12pm - 32
1pm - 36
2pm - 31
3pm - 32
4pm - 27
5pm - 17
6pm - 7
7pm - 4

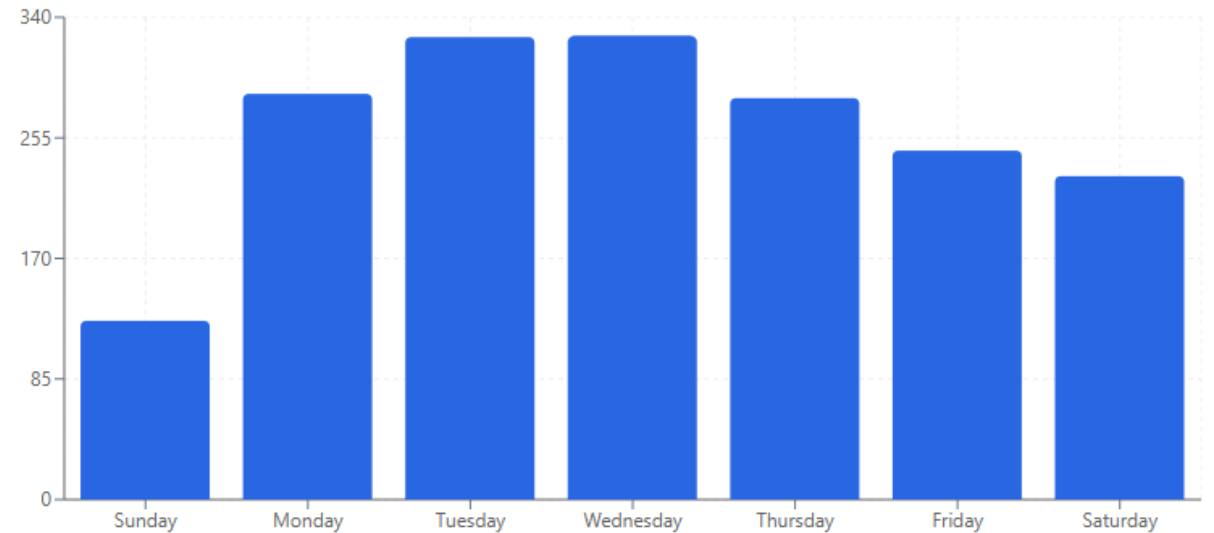


AVERAGE BY DAY OF THE WEEK

Day	Visitors per day	Open hours	Visitors per hour
Sunday	126	4	31.5
Monday	286	10	28.6
Tuesday	326	10	32.6
Wednesday	327	10	32.7
Thursday	283	8	35.3
Friday	246	8	30.75
Saturday	228	8	28.5

Weekly Library Visitor Average

2024-25



Sunday
126

Monday
286

Tuesday
326

Wednesday
327

Thursday
283

Friday
246

Saturday
228

COACHELLA VALLEY LIBRARIES' HOURS OF OPERATION

Library	Open Hours/week
Palm Desert	58
Rancho Mirage	54
Palm Springs	50
Cathedral City	47
La Quinta	56

EXPERIMENTAL HOURS

Option 1 (perhaps Summer)

Monday	9am-6pm
Tuesday	9am-6pm
Wednesday	9am-6pm
Thursday	9am-6pm
Friday	9am-6pm
Saturday	9am-5pm
Sunday	12pm-5pm
Total hours	58

Option 2 (perhaps Summer)

Monday	9am-7pm
Tuesday	9am-7pm
Wednesday	9am-7pm
Thursday	10am-6pm
Friday	10am-6pm
Saturday	10am-6pm
Sunday	1pm-5pm
Total hours	58

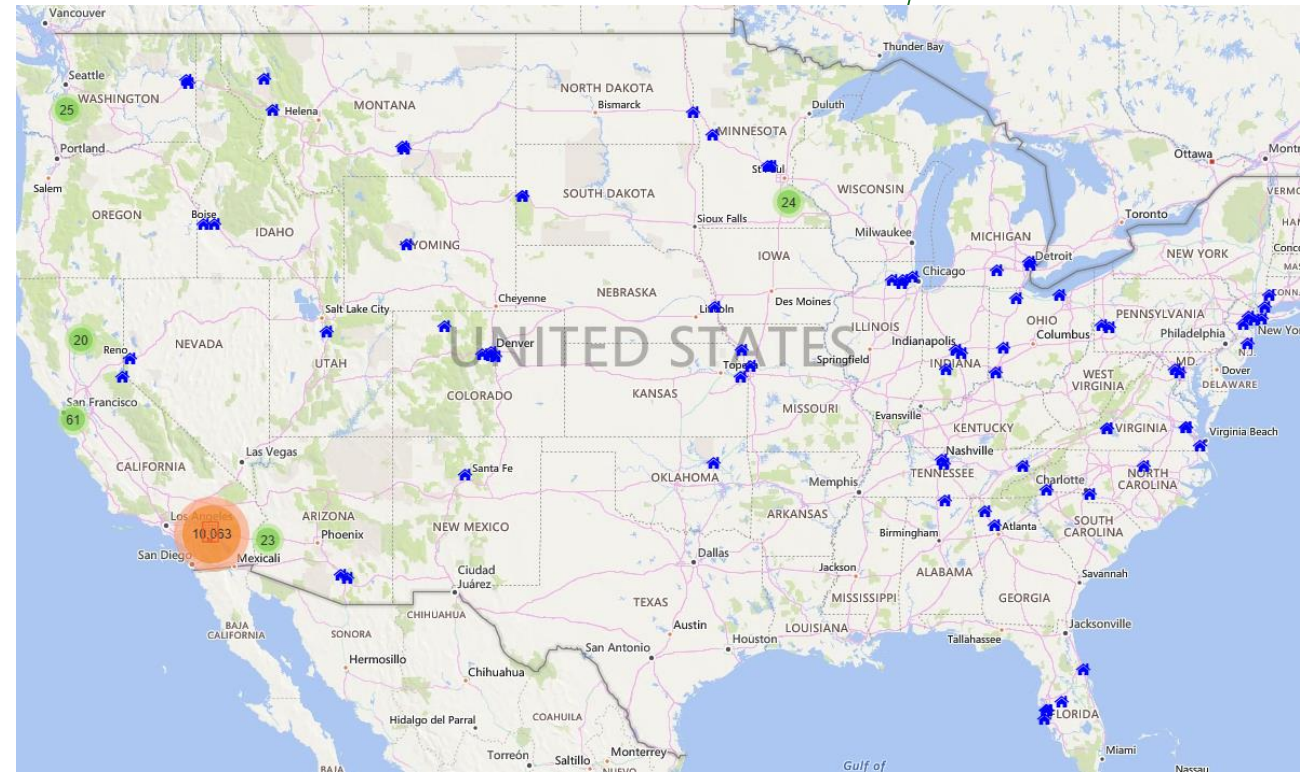
Option 3 (perhaps in-Season)

Monday	9-8	11
Tuesday	9-8	11
Wednesday	9-8	11
Thursday	9-6	9
Friday	9-6	9
Saturday	9-6	9
Sunday	12-5	5
Total hours		65
Increased Cost	2 Library Assistants	\$74,269.44

LIBRARY CARDHOLDERS

Palm Desert Library Cardholders by Coachella Valley City

City	Cardholders	Percentage
Palm Desert	6,065	70%
La Quinta	750	8.7%
Cathedral City	591	6.8%
Rancho Mirage	389	4.5%
Inian Wells	251	2.9%
Palm Springs	217	2.5%
Desert Hot Springs	209	2.4%
Thousand Palms	130	1.5%
Hi Desert	67	0.8%
Total	8,669	100.0%





THE LIBRARY IN ACTION

SUMMER READING PROGRAM

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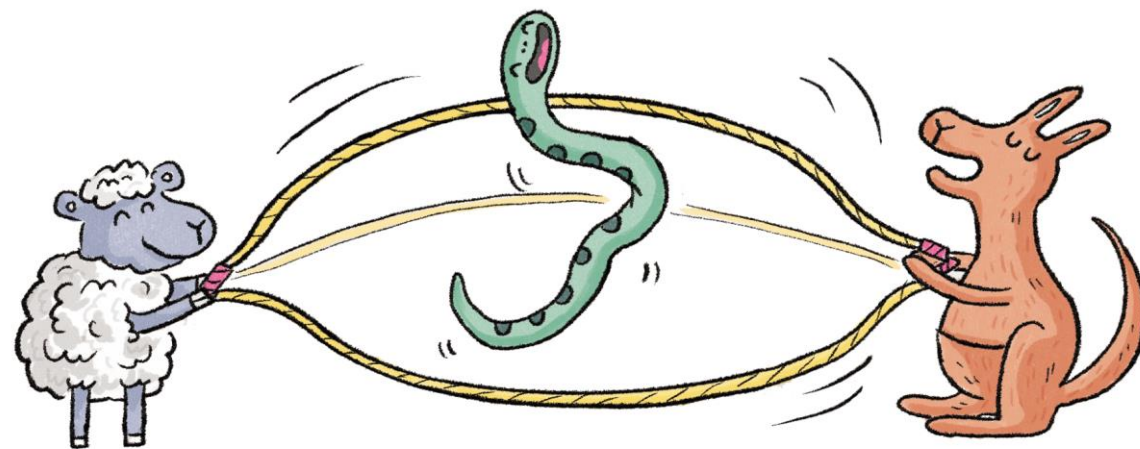
Palm Desert Summer Reading Program

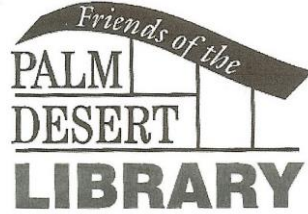
A dynamic blend of reading goals and exciting activities designed to build strong summer reading habits. Participants set goals, enjoy great books, earn prizes, and take part in fun engaging events at the library.



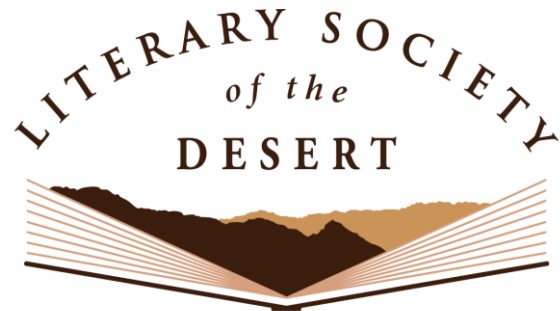
GOALS OF SUMMER READING

1. Promote literacy and the joy of reading
2. Encourage strong reading habits—everything counts! (comic books, graphic novels, short stories, poems, magazines, and more)
3. Make reading and learning resources easy to access for everyone
4. Connect programs and activities to reading and lifelong learning
5. Foster community and a sense of belonging in Palm Desert
6. Help build home libraries through book giveaways





SUMMER READING PROGRAM PARTNERSHIPS & SPONSORSHIPS



PROMOTING LITERACY AND THE LOVE OF READING



Partners:

- Incentives
 - Palm Desert Aquatic Center
 - The Living Desert
- Outreach
 - Desert Recreation District
 - YMCA of the Desert
 - Desert Sands Unified School District



DESERT SANDS
UNIFIED SCHOOL DISTRICT

FEATURED RESOURCE: LIBRARY STAFF

- Ready reference
- Interlibrary loans (via LINK+)
- PC troubleshooting
- Local resources referral
- Information literacy
- Reading recommendations
- **Just to name a few!**





RECENT MEDIA COVERAGE

- [Palm Desert Teen Highlights Importance of Literacy and Tech Balance at Reopened Library](#)
- [Palm Desert Unveils Plans for Modern Library](#)

THANK YOU

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PALM DESERT

